

ABSTRACT

A system which allows wireless airtime units to be used as a medium of exchange. For example, with the novel wireless server system, wireless airtime units may be used as a form of currency by a user in exchange for other types of products or services. In addition, the novel system can be used to provide new types of incentives that reward users with airtime wireless units. Thus, wireless airtime units can be awarded to users that view electronic advertisements, visit desired web pages or purchase particular products. Users can in turn, use these wireless airtime units to obtain airtime for their wireless communications devices, or alternatively, to exchange the wireless airtime units for other goods and services.